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ABSTRACT

This packet, which is intended for literacy program leaders throughout Oklahoma, contains the materials developed by the Literacy Office of the Oklahoma Department of Libraries for its 1995 literacy awareness campaign. The first third of the packet is a project guide that includes the following materials: overview of Oklahoma's first statewide literacy campaign; list of 20 ways to make the most of the campaign; sample proclamation; information about the campaign's song "Learn to Read and the World Opens Wide"; words to the song; list of available campaign resource materials; clip art; letterhead; information about public service announcements; sheet for listing media contacts; facts about literacy in Oklahoma and nationwide; Oklahoma literacy census map; list of project sponsors; and project evaluation form. The remaining two-thirds of the packet consists of media kits for newspapers, radio stations, and television stations. Included in each kit are an introductory letter, overview of the project, discussion of reasons for media involvement in the campaign, facts about literacy in Oklahoma and nationwide, Oklahoma literacy census map; list of project sponsors, and sample publicity materials. A project brochure and participant certificate are included. (MN)

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ED 400 422

learn to read and the world opens WIDE

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Oklahoma Literacy Media Packet

A campaign by the Literacy Office in the Oklahoma Department of Libraries and your local literacy council

BEST COPY AVAILABLE

OKLAHOMA DEPARTMENT OF LIBRARIES

Allen Wright Memorial Library Building

200 NORTHEAST 18th STREET
OKLAHOMA CITY, OK
73105-3298

PHONE: 405 521-2502
1-800-522-8116

Dear Literacy Leader,

It is with great pleasure that I present the 1995 literacy awareness campaign. A dedicated group of volunteers has been planning this initiative for the past year. LSCA Title VI grant funds as well as generous in-kind and corporate donations have made this project available to you at no cost.

If this campaign benefits your literacy program, I hope you will take a few minutes to express your thanks to Bob Clark, the director of the Department of Libraries. Your letters always help the cause when I am seeking grant funds, or requesting money and support.

We hope we have given you the makings of a successful awareness and recruiting campaign. You may use the information and resources in any way that benefits your program. Please let me know how things go, and if you have suggestions for making this PR effort more effective.

Keep track of students and tutors who have come to your program as a result of this awareness campaign. You will need this information when completing the evaluation page located on page 16 of this packet.

Let's work together to recruit 1,995 new tutors and students in 1995!

Sincerely,

Leslie

Leslie Gelders
and
the "Learn to Read and the World Opens Wide" planning committee

LEARN TO READ AND THE WORLD OPENS WIDE
PROJECT GUIDE

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LEARN TO READ AND THE WORLD OPENS WIDE
OKLAHOMA'S LITERACY AWARENESS CAMPAIGN

PROJECT OVERVIEW

January 23, 1995, is the kick-off of Oklahoma's first statewide literacy awareness campaign. Based upon recommendations by the Oklahoma Literacy Coalition, Oklahoma Literacy Initiatives Commission, and local literacy programs throughout the state, the Oklahoma Department of Libraries undertook the coordination of an awareness project. A Library Service and Construction Act Title VI grant from the U.S. Department of Education is providing much needed funding for the project. Because of its collaborative nature, other organizations have made commitments of funding and in-kind contributions. The Oklahoma Literacy Coalition and Oklahoma Literacy Resource Center, along with other public and private organizations, are helping make this promotion available to all parts of the state. A volunteer committee, representing numerous interested organizations, was formed in early 1994, and continues to meet to ensure the success of this project.

The primary focus of the first year is to recruit adult literacy students into local programs. It is anticipated that two secondary outcomes will be realized:

1. The campaign will provide awareness of local and statewide literacy programs.
2. Because of increased awareness, additional volunteer tutors will be recruited.

The goal of the campaign is to recruit 1,995 adult literacy students and volunteer tutors in 1995.

Original television and radio spots have been prepared, and are being made available to the media at no charge. Literacy councils, television, radio, and cable stations, as well as newspapers will receive literacy media kits. The kits include local literacy numbers, fact sheets, and ideas for supporting local literacy programs. A variety of other resources will also be provided.

The coordinating art work and media spots include the National Literacy Hotline number, but may be altered to highlight the local literacy number. The national number (1-800-228-8813) was selected because it is answered 24 hours a day, seven days a week, and can provide both literacy and GED information. The staff of the hotline office has been provided the referral list of all Oklahoma literacy programs.

The Oklahoma Literacy Coalition purchased the rights to an original literacy song, titled ***Read,*** which provides the theme for the entire campaign. The chorus, **"Learn to Read and the World Opens Wide,"** will be heard in the radio and television spots, and is included on posters, banners and all printed materials.

With the help of Oklahoma literacy providers, the media, agencies and businesses, Oklahoma will "open the world" to hundreds of new literacy students and volunteer tutors.

20 WAYS TO MAKE THE MOST OF THIS CAMPAIGN

1. Contact your local newspaper as well as television, cable, and radio stations and urge them to join you in promoting the local literacy effort. They should have received, or will soon be receiving, their own media kits relating to this campaign. Let them know you need and want their support.

2. Put the posters around the community. Suggested locations are the library, unemployment office, grocery store, church bulletin board, beauty shop, laundromat, literacy office, local business, etc. Be sure to write the local phone number in the space provided.

3. Call the Department of Libraries to reserve one of the new literacy displays and/or both indoor and outdoor banners. The displays can be set up at the library, county fair booth, your annual meeting, fund raising event, etc.

4. Be prepared for increased interest in literacy. Make sure you have tutors ready, enough brochures to send out if requested, a local literacy spokesman who will talk to the media if asked. Develop an information sheet containing cost, workshop schedule, training needed, etc. so office volunteers can provide the correct information.

5. Think of ways for the council to benefit from increased publicity. Plan a fund raiser, book drive, special training, student/tutor recognition, etc.

6. Let the community know your needs. Increased publicity should mean increased local support. Do you need a computer, lending library of materials, books for those who can not afford to purchase their own, an answering machine, scholarships to upcoming conferences, etc.? Decide what you need and how much would cover each need. Make a "Wish List."

7. Set up a means to track increased calls, requests for information, new tutors, and students recruited. This will be helpful to me for my grant reports, and helpful to you when reporting success to the community or planning future campaigns locally. Remember to refer students to GED or adult basic education classes if applicable.

8. Be liberal when thanking those who have assisted in this project locally. Give certificates of appreciation to members of the business community, media, and others who have helped promote your literacy program.

9. Make good use of the *Student Handbook*, and the collection of student stories. If a local student has written one of the stories, plan a book autographing party. Make a special presentation to the mayor or your legislators. (Be sure to get press coverage.) Give all students in your program copies of both books. Put together a similar booklet with writings from local students and tutors.

10. Make good use of the cups, key chains and bookmarks. Give them to current students and tutors. Pass them out at your annual meeting, tutor training sessions, or fund raising events. Use them as awards, thank yous, or for awareness. Use the stickers on mailings to your tutors.

11. Remember the car sun shades. They contain the national literacy referral number, which is the same number given in the television and radio spots. They are available from the Oklahoma Literacy Coalition for $6.00 each. Call the Literacy Office to order.

12. Work with your local radio, newspaper, and television or cable station to sponsor a "Recycle the Books" project. Get the community to donate their used books. The collected books can be donated to the local crisis shelter, jail, homeless shelter, or can be sold as a fund raiser. Books could also be used for family literacy or given to the Tulsa Area Bookbank. A project of this nature raises awareness, promotes reading, and gets the entire community involved.

13. Submit stories to the media on student and tutor successes, workshop dates, history of the literacy program, awards presented, new officers, fund raising events, etc. Send copies of all printed articles to your legislators. (Don't forget to send the newspaper a thank you and a certificate for promoting your program.)

14. Use the clip art of the logo wherever appropriate. The red ink used in the campaign is Pantone #200.

15. Make good use of the new literacy song. Play it at booths, before a workshop, at your annual meeting, etc. Use the tape or have someone sing it.

16. Request that the local radio station play the new literacy song. Ask them to follow up with local literacy information.

17. Plan an awareness event where local business leaders and/or media personalities read aloud to grade school classes or at the library. This will promote reading and community literacy.

18. Sponsor a poster contest on "How Reading Opened My World," or "Learn to Read and the World Opens Wide." Let school children enter their posters and have local businesses display the winners and award prizes. Suggestions for prizes are: gift certificates to book stores, passes to the movie theater, gift certificates for ice cream sundaes, gift certificates from Wal-Mart or other store, etc.

19. Arrange for a donated billboard and call the Literacy Office to ask about billboard art work. Your council can customize the billboard with your local literacy number for a nominal fee. (Note: The art work will not be available until Spring however, please let me know as soon as possible If you are interested in this possibility.)

20. Provide your mayor with the sample copy of the proclamation and ask him/her to proclaim February, ***Learn To Read and the World Opens Wide Month***.

learn to read and the world opens **WIDE**

"LEARN TO READ AND THE WORLD OPENS WIDE"
SONG INFORMATION

The theme for the statewide literacy awareness campaign was taken from the original song, ***Read***, written by Ann Hamilton. Segments of the song are used in the radio and television spots, and the chorus, **"Learn to Read and the World Opens Wide"** is used on all the artwork.

The rights to the song were purchased by the Oklahoma Literacy Coalition, Inc. Tapes of the entire song, and all of its versions, (i.e., music only, 30 second spots, etc.) are available for purchase. The Coalition grants Oklahoma literacy programs permission to use the song and/or music for any literacy related purpose. Duplication of the tape is not permitted without prior written approval.

Use of the music and song are not permitted by any organization outside Oklahoma without prior written permission from Ann Hamilton. Call the Literacy Office at 1-800-522-8116, or 405/521-2502 if you have questions.

Oklahoma organizations may order a copy of the tape by sending a check for $6.00 (includes cost of shipping) to: Literacy Office - ODL, 200 NE 18th, Oklahoma City, OK 73105. Make checks payable to the Oklahoma Literacy Coalition. Add an additional $1.00 if you would like a copy of the musical score to the song.

READ

Words and Music ©1994, Ann Hamilton

Read all the news, get the latest views
Choose what interests you and what you can use
Who won the fight, who took the licks
People, preferences and politics

No matter who you are or where you go
Some things you've got to know

When you learn to read, the world opens wide
Don't stand still, and there's no need to hide
Learn to read and the world opens wide

When a good job comes along
One you know you can do
Don't let words put an end to you
A book can help you make the move

Read something new and you just might find
Words will sometimes change your mind

Ask for some help take a little time
Won't need any of your nickels or dimes
You'll get more of what you need
When you learn to read

(Instrumental break)

Learn to read and then you'll say
"Hey, Joe, guess what I read today!"
When you want to know, find out for yourself
Just what did that ole' so-and-so say

When you learn to read the world opens wide
Don't stand still, and there's no need to hide
Learn to read and the world opens wide

Learn to read and the world opens wide

learn to read and the world opens **WIDE**

LEARN TO READ AND THE WORLD OPENS WIDE
RESOURCES

Thanks to Library Service and Construction Act Title VI funds and support from the Literacy Resource Center, Oklahoma Department of Libraries, and corporate sponsors, the following items are available to Oklahoma literacy programs at no cost:

1. Five different color posters
2. Ink pens
3. Key chains
4. Bookmarks
5. Plastic drinking cups
6. Certificates of Appreciation
7. Stickers
8. Clip art of the logo
9. Use of the new radio and television spots
10. Collection of stories written by Oklahoma literacy students and tutors
11. Displays and banners

The above items coordinate with the campaign theme, **Learn to Read and the World Opens Wide**. Promotional items should be used at local events such as: workshops, awards dinners, presentations, county fair booths, special events etc.

Libraries, literacy programs, and other organizations may borrow one of the new literacy displays from the Literacy Office. The displays, featuring a 2½ x 4 foot banner, will promote literacy and will tie in to this publicity campaign. Also available are two heavy banners that can be used at outdoor functions.

To order additional give-away items, or to reserve the use of displays, call the Literacy Office at 1-800-522-8116.

3 standard col.

learn to read and the world opens WIDE

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1 standard col.

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2 standard col.

learn to read and the world opens WIDE.

6 standard columns.

learn to read and the world opens WIDE

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9 standard columns.

2 standard col.

13

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learn to read and the world opens WIDE.

14

learn to read and the world opens WIDE

learn to read and the world opens WIDE

INFORMATION ON PRE-RECORDED PUBLIC SERVICE ANNOUNCEMENTS

Several public service announcements (PSAs) have been made possible thanks to the LSCA grant and in kind donations from the Department of Libraries and the Oklahoma Educational Television Authority (OETA). The following pre-recorded spots are available for duplication.

* Four 30 second television spots
* Two 10 second television spots
* Four 60 second radio spots
* Two 30 second radio spots
* Two 10 second radio spots

The television spots may be duplicated from a 1" tape master, or 3/4" dub copies. The radio spots are available on reel to reel dub copies. Your local stations may record these spots onto their own tapes for use.

See appropriate sections (television and radio) of this packet for print copies of the above spots. You may also want to create your own literacy ads using the song or music from the new literacy song in the background.

Media Contacts

The following is a list of newspapers, radio, cable and television stations in your area. We have provided many of them with the information they need to tie into this project. Press packets from ODL will be supplied to media outlets in December and early January. Literacy programs are urged to make contact with local newspapers and broadcast stations. Invite them to become partners in this effort and see if they have received their media packets. Call the literacy office if the media has not received information on this project. Your personal contact will show them that you are interested in their help, and that you are anxious to work together.

Newspapers

Radio Stations

Cable/Television Stations

OKLAHOMA AND NATIONAL LITERACY FACTS

* According to the 1990 U.S. Census, 25.41% of Oklahomans ages 25 and over lack a high school diploma. This represents about 507,000 people.

* Americans who do not complete high school have two-thirds the lifetime earning capacity of those who graduate. Those who do not finish grade school have only one-half the lifetime earning capacity of graduates. - U.S. Department of Education

* An estimated one in five Americans over the age of 25 is functionally illiterate. Using this formula, 399,000 Oklahoma adults fall into this category. On the average, an illiterate adult earns 42% less than a high school graduate. - U.S. Department of Education, Laubach Literacy Action

* People with fewer than six years of schooling are four times as likely to be receiving public assistance as those attaining six or more years of education. - American Council of Life Insurance

* 9.77% of Oklahomans age 25 and older have less than a ninth grade education. That's about 195,000 Oklahoma adults. - 1990 U.S. Census

* Oklahoma ranks 36th among the states in percentage of population over the age of 25 holding a high school diploma. - Oklahoma Literacy Resource Center

* In some Oklahoma counties more than 40% of the adults over age 25 do not have their high school diplomas. (See attached census map.)

* According to the Oklahoma Department of Corrections, 20% of inmates in Oklahoma's prison system read below the sixth grade level. 37% of the inmates read below the 8th grade level. In 1993, the cost of maintaining a minimum security inmate for one year was $11,982. The cost of tuition, room and board at both OU and OSU averages $7,042 per year.

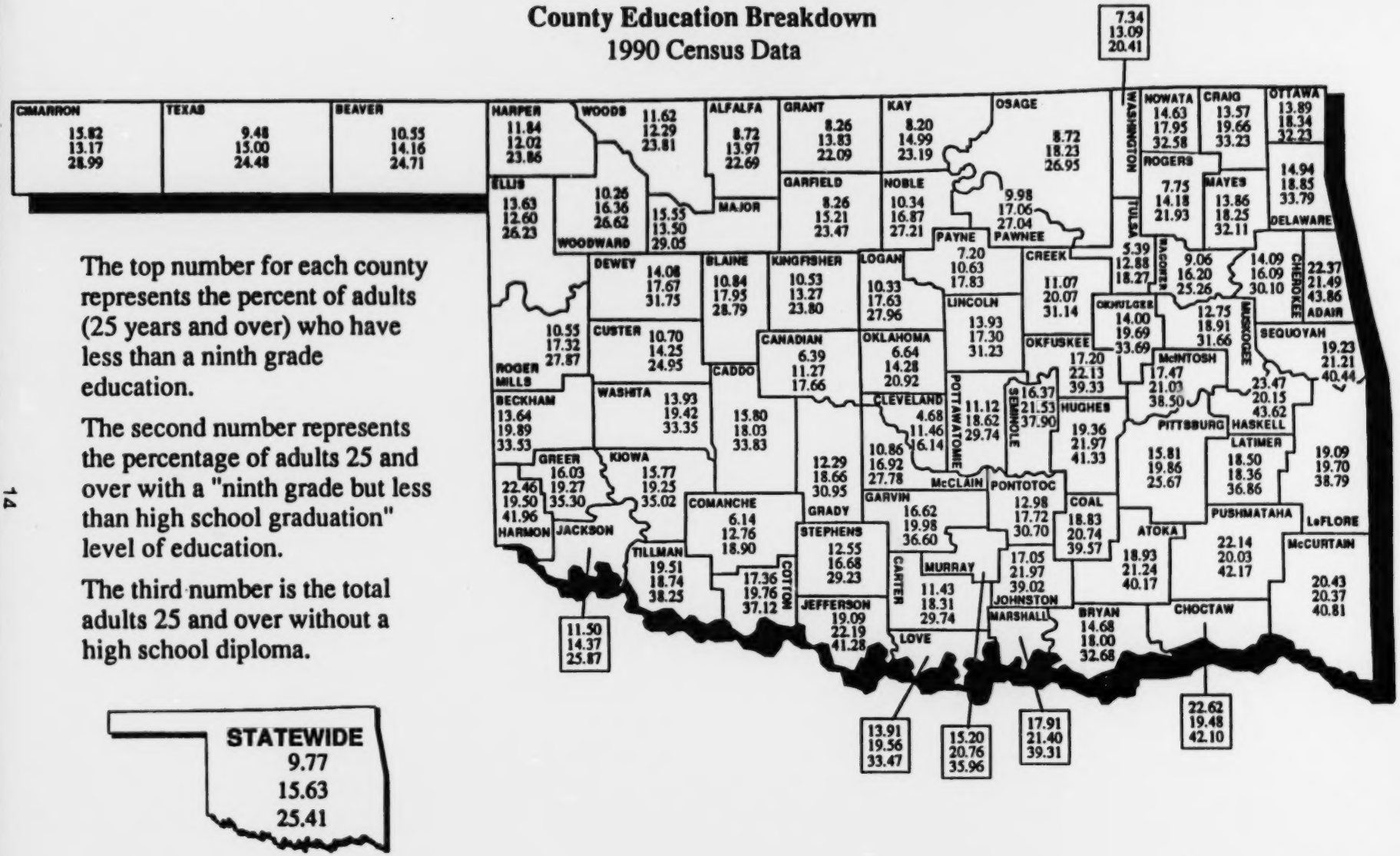
* According to the U.S. Department of Education, the average kindergarten student has seen more than 5,000 hours of television, and has spent more time in front of the TV than it takes to earn a bachelor's degree.

* According to the National Assessment of Educational Progress, youngsters whose parents are functionally illiterate are twice as likely as their peers to grow up functionally illiterate.

* According to the U.S. Department of Education, 44% of American adults do not even read one book in the course of a year.

There is help. Oklahoma libraries, literacy councils, GED and Adult Basic Education classes, and other organizations are working together to provide educational opportunities to functionally illiterate adults throughout the state.

County Education Breakdown
1990 Census Data



The top number for each county represents the percent of adults (25 years and over) who have less than a ninth grade education.

The second number represents the percentage of adults 25 and over with a "ninth grade but less than high school graduation" level of education.

The third number is the total adults 25 and over without a high school diploma.

Many Thanks to the Following

Planning Committee

Debbie Blackburn - Oklahoma House of Representatives
Mary Burch - Coors
Barbara England - Oklahoma Press Association
Leslie Gelders - Oklahoma Department of Libraries
Ann Hamilton - Oklahoma Center for the Book
Ira Isch - Oklahoma Literacy Resource Center
JoAnna Jamison - Metro Tulsa Chamber of Commerce
Dusty Love - Advertising With a Personal Touch
Lynn Yasser - Tulsa City-County Library System

Additional Financial and In-Kind Contributors

Advertising With a Personal Touch
B&F Finance Corporation
BioTech Products, Inc.
CASH Signature Loans
Contact Center, Inc.
Daily Oklahoman
Lettering Express
Money Services, Inc.
Oklahoma Center for the Book
Oklahoma Literacy Coalition
Oklahoma Department of Libraries, Literacy Office
Oklahoma Department of Libraries, Public Information Office
Oklahoma Educational Television Authority (OETA)
Oklahoma Literacy Resource Center
Oklahoma Press Association
Ron Kirkwood Photography
Steck-Vaughn

LEARN TO READ AND THE WORLD OPENS WIDE
PROJECT EVALUATION

Please return this form to the Department of Libraries no later than September 1, 1995. The information must be compiled and sent to Washington as part of the grant report.

Name of Organization:

Address:

Phone:

What part of the campaign was the most beneficial to the local literacy program?

What part was the least helpful?

How many literacy students were recruited to your program as a direct or indirect result of this effort?

How many volunteers and tutors were recruited as a result of this effort?

Did the literacy program benefit in any other way? (donations, increase in attendance at local events, increase in attendance at tutor training workshops, etc.)
Please give specific numbers and amounts if possible.

Suggestions for improvement:

learn to read and the world opens **WIDE**

MEDIA KITS FOR NEWSPAPERS, RADIO STATIONS, AND TELEVISION STATIONS

Three separate media kits were developed for this campaign. One for newspapers, one for radio stations, another for television and cable stations. Additionally, this *Literacy Project Guide* was prepared for literacy provider groups. The *Project Guide* contains all information included in the other three kits.

In order to help you answer any questions from your local media, the Table of Contents from each kit is included in the *Project Guide*. Items starred on each Table of Contents indicate the items unique to that particular media. The items not starred are included elsewhere in your project guide. The page numbers in the following sections correspond with the media kits sent to your newspaper, radio and television stations.

NEWSPAPER MEDIA KIT

3601 N. Lincoln
)klahoma City, OK
73105-5499

Te 5-524-4421
Fax. 5-524-2201

28 November 1994

OFFICERS

PRESIDENT
Marshall Settle
CHICKASHA STAR

VICE PRESIDENT
Al Hruby
DUNCAN BANNER

TREASURER
Ted Phillips
SEMINOLE PRODUCER

EXECUTIVE V' PRESIDENT
Ben Blackstock

DIRECTORS

Ed Livermore, Jr.
EDMOND SUN

Linus Williams
STIGLER NEWS-SENTINEL

Tom Muchmore
PONCA CITY NEWS

Hoby Hammer
FAIRVIEW REPUBLICAN

Jim Miller
NORMAN TRANSCRIPT

Rick Bellatti
STILLWATER NEWS PRESS

Wayne Trotter
TECUMSEH COUNTYWIDE NEWS

Dear Publisher:

The Oklahoma Press Association is pleased to endorse the ***1995 Oklahoma Literacy Public Awareness Campaign***, sponsored by the Literacy Office in the Oklahoma Department of Libraries and your local literacy council. January 1995 is the kick-off of Oklahoma's first statewide literacy awareness campaign.

OPA has been involved in the planning of this project. Now we need your help in the campaign to recruit adult literacy students into local programs. You will be provided with a Literacy Media Packet. Your kit includes local literacy numbers, fact sheets and ideas for supporting local literacy programs.

Please be involved. The goal of the effort is to recruit **1,995** students and tutors in **1995**.

Learn to Read and the World Opens Wide!

Regards,

Ben

Ben Blackstock

BB:ah

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LEARN TO READ AND THE WORLD OPENS WIDE
NEWSPAPER MEDIA KIT

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Poster

learn to read and the world opens **WIDE**

WHY SHOULD NEWSPAPERS BE INVOLVED?

The newspaper is a product which must be read to be consumed. Articles, editorials, ads and classifieds all have little value unless a person can read and make use of this information.

A commitment to literacy on the part of a newspaper publisher will benefit members of the community and can result in an increase in circulation through an increase in numbers of readers.

HOW CAN NEWSPAPERS HELP?

Because newspapers are respected by the community, they can serve as a highly visible motivating force for the general public. With both business expertise and resources, newspapers have much to offer to volunteer literacy efforts. Assistance can be provided with everything from awareness, to sitting on the board of directors, to otherwise providing leadership in the community.

The newspaper itself is the most up-to-date reading curriculum. It is timely, has something of interest to everyone, and can be used for all reading levels. The newspaper is a reflection of all that is happening in the community. It encourages responsible participation in society.

Taken from, **Newspapers Meet the Challenge**, published by the American Newspaper Publishers Association Foundation.

Learn to Read and the World Opens Wide

10 WAYS TO TIE INTO THE OKLAHOMA LITERACY PROMOTION

Newspapers throughout the state are encouraged to join the partnership to produce a more literate Oklahoma. Below are ways you can participate in this campaign, and promote literacy in your community.

1. Take advantage of the resource materials offered in this packet. Publish the enclosed press release, student and tutor stories, and clip-art. Develop original materials relating to adult literacy, family literacy, the importance of reading, etc.

2. Help promote the local literacy council by publishing literacy success stories, workshop dates, and literacy recruitment and fund raising efforts. Provide the literacy council with a weekly literacy column. Let the community know where adults can go to receive free, one-to-one reading assistance.

3. Purchase copies of the books, ***Reading the Newspaper***, or ***Using the Want Ads*** for the local literacy council. These books, designed for new readers, are available from Globe-Fearon and may be ordered by calling 1-800-848-9500.

4. Sponsor a writing contest for adult new readers about how learning to read has opened their world, or for literacy tutors about how teaching someone to read has changed their lives.

5. Offer a free six month newspaper subscription to adult literacy students who complete the literacy program, to demonstrate the positive outcomes of learning to read - and the value of newspapers.

6. Sponsor an award to recognize local outstanding adult literacy students, volunteer tutors, GED students, and local school children.

7. Work with the community to sponsor a "Recycle Your Books" promotion, where the community can donate their used books to the local literacy council. The recycled books could be given to a homeless shelter, donated to the needy, used in the tutoring program, or re-sold for a fund raiser.

8. Sponsor a corporate spelling bee for literacy, inviting the business community to get involved. Money and awareness generated from such an event would benefit the local literacy effort.

9. Publish an easy reading column or section in the newspaper so adult literacy students can begin to read the newspaper on a daily basis.

10. Donate $100 each year to cover the cost of materials for students who can not afford the expense. While tutoring is free, and materials are available for loan from the local literacy council, students receive more benefit when they have their own copies of the workbooks.

learn to read and the world opens **WIDE**

PRESS RELEASE
FOR RELEASE ON JANUARY 23, 1995

The official kick-off of this literacy awareness campaign is January 23, 1995. Please help this effort by printing the attached press release in your local newspaper.

Oklahoma Department of Libraries
200 N.E. 18th Street, Oklahoma City, OK 73105
(405) 521-2502 or 1-800-522-8116 tollfree statewide

ODL News / Information

For Release: January 23, 1995

Contact: Leslie Gelders at the
Oklahoma Department of Libraries

Goal is to recruit 1,995 new readers and volunteer tutors

Statewide Literacy Campaign Kicks-Off

The largest literacy campaign ever developed for Oklahoma kicks off this month with the theme "Learn to read and the world opens wide." Local literacy councils will join the Oklahoma Department of Libraries (ODL), the Oklahoma Literacy Coalition and local public libraries, businesses and media to send the message that reading skills are essential to individual success. Goal of the statewide promotion is to recruit 1,995 new adult literacy students and volunteer reading tutors by the end of the year.

The campaign has been designed to keep the momentum going in the many local literacy programs across the state. "It adds a fresh, innovative approach to recruiting students and tutors," according to ODL Literacy Coordinator, Leslie Gelders.

"The program is built around an original song, titled *Read*, commissioned by the Oklahoma Literacy Coalition," Gelders said. "The song figures prominently in radio and television spots, and the chorus 'Learn to read and the world opens wide' appears on brochures, posters, stickers and other printed materials." The song was written by Ann Hamilton, Editor of the Oklahoma Almanac, published by ODL.

Gelders said the promotional materials are being offered to literacy councils, libraries and businesses to assist recruitment at the local level.

--over--

Statewide Literacy Campaign -- add one

"The message of the campaign is one of empowerment," Literacy Coalition President Paula Lane of Poteau, said. "Reading and writing skills are fundamental to opening doors and opportunities. Finding a good job, taking part in the political process--all of these things demand good literacy skills," Lane said. "Many people have benefited from their local literacy programs, but many more could use our help."

Gelders said approximately 399,000 adult Oklahomans, or one in five, are thought to be functionally illiterate. "Our 1993 statistics show that our network of local literacy programs were serving more than 4,000 students. Obviously, many more citizens can benefit from one-to-one or small-group reading instruction," Gelders said. "This campaign is our call to them."

Plans for the campaign began in March, 1994, when representatives of libraries, literacy councils, businesses, and professional and civic organizations met with ODL staff to discuss new ways to deliver the state's literacy message.

"Businesses have a special stake in literacy programs," according to JoAnna Jamison, literacy director with the Metropolitan Tulsa Chamber of Commerce, and a member of the campaign planning committee. "All of us are concerned about economic development in this state, but how can we successfully compete in the national and world economies when one in five Oklahoma adults do not even have the very basic literacy skills? Since jobs are becoming more and more technologically advanced, the very basic skills aren't enough anymore. We have a lot of catching up to do," Jamison said.

While many Oklahomans take advantage of GED (General Education Development), vocational-technical and adult education opportunities, other citizens feel threatened by classroom situations, or they need more basic training before moving on to other educational opportunities.

Library and community based literacy programs have been filling this need in Oklahoma for more than ten years, according to ODL Director Robert L. Clark, Jr. "During the years, I've received some inspiring letters from adult literacy students about how learning to read has changed their lives," Clark said. "With this campaign, we can help many more of our citizens enrich their lives through reading."

#

learn to read and the world opens **WIDE**

STORIES BY OKLAHOMA LITERACY STUDENTS

The following four stories were written by adults who have learned, or are learning to read, through the assistance of an Oklahoma literacy program. Their stories describe the frustrations and anguish they faced as non-readers, and the joy and sense of accomplishment they feel as they begin to unlock written words.

The authors have granted permission to use these stories when promoting local or statewide literacy programs.

HOW LEARNING TO READ OPENED MY WORLD
BY TONI CORDELL

Books have always been important to me. Maybe I knew instinctively that was where I had to go to get the knowledge I wanted.

When I was in High School, I would visit the library in the small town where we lived. It was a quiet place to get away from whatever I was running from, and it seemed safe, Never mind the fact that I was only reading at the fifth grade level. Somehow I stumbled across the books with beautiful photographs of remarkable paintings. There were Rembrandts, Renoirs and Turners. As I buried my thoughts and drank in the scenes, the clock's small hand silently slipped around the dial before I realized it was time to go.

As an adult whose reading has dramatically improved, I often think back to those summer days when I labored trying to read the words about those artists. My curiosity was left unsatisfied. How sweet it is today; I can read about the struggles of their lives at the same time I admire their artwork. Now it is more complete.

Now, I will explain how reading has changed my adult world.

There is an increased sense that I have a voice on voting day. The feeling of not belonging has lifted. With some regularity, I pick up the newspaper to investigate the stories behind the headlines. I venture to read more than magazine articles, and actually dive into biographies, novels and "How To" books. Now, when I read the Bible, I don't have to skip over so many words. I have more understanding.

I am not sure why it happened, but nonetheless it has. I am no longer so afraid of the uncertainty of tomorrow. Maybe an employer will see I have value above minimum wage.

Now I read continually. I have more choice today. My world has opened to opportunities I had not hoped for in the past. I have deep gratitude for all those who have contributed, both directly and indirectly, to my success.

Toni Cordell roller skated from California to Florida to bring attention to literacy. She was recently hired by Laubach Literacy Action, the largest volunteer literacy organization in the United States.

PICTURE THIS!
Written by VENETTA T.

I am not dumb! But there was a time that I thought I was. I am 46 years old and have worked since I was 16, but it has not been easy. I am not asking for pity. I've been lucky. I have learned that not everybody looks down on me. Now I would like to try to explain how it feels to be illiterate.

"PICTURE THIS" You are all grown up. You're at a restaurant and you need to "go" You think you know Girl, but what if it's the "Boys" room? And if it is spelled "Women" or "Gentlemen" in cursive, or even "Señor" or "Señorita," what then? Well, you wait and see where everyone is going.

"PICTURE THIS" You go to the doctor. First thing they do is give you a form to fill out. The office is full. You feel sick inside but you have to say, "I can't read this, can you help?" And you can feel, or think you feel, all eyes are on you.

"PICTURE THIS" You are at a party. Everyone gets a pencil and paper. We're going to play a game. And when it comes to your turn to give an answer, you say, "Oh! I don't know," so you don't have to write anything down.

Or, if it is your turn, you go to the bathroom, or you go get a drink of water. You do anything to keep from having to let everyone know that you can't spell.

"PICTURE THIS" You have worked at your job for ten years. You know how to do several jobs and the one you would really like to have, you know how to do. You have to go to class and take a test. Well, forget it. Because even though you could do the job, you can't read or spell well enough to take the test or the class.

"PICTURE THIS" THIS ONE HURTS! You are 23 years old. You have your first child and he is sick. The doctor gives you a prescription. The directions say, "one teaspoon every four hours." But, you can't remember "tablespoon" from "teaspoon". It is late and you hate to wake up your Mom with a call. So you call the operator or the cab company.

Your child is a little bigger, and he asks you to read to him, and you can't. Everyone who has a child knows the fear you feel when they are sick, and the joy and love they can give.

I am happy to say that my son is 22 years old and in college. I could help him with his homework up to grade three. He was capable after that to do it himself.

When I think back, I know that my not being able to read made it hard for him. But, he is Okay! I hope you have an idea about what it is like to be all grown up, and not being able to read.

Reading is very important in life. I have been lucky. Some people say I have guts. I don't know what it is, but I won't let my not being able to read stop me from trying to do what I want. Well, that is not quite true. I won't drive to Oklahoma City or Dallas by

myself, because if you can't read the signs, you can get lost.

My reading has improved a lot. I am not worried about being taken advantage of by bankers or lawyers, or my work place. I ask questions if I don't understand. At one time I was ashamed to ask.

I know now that even if a person can read and spell every word in the dictionary, if they don't have love and respect for others, then all the knowledge won't help.

V. Turner is an adult new reader who is learning to read through a program in Oklahoma.

READING
BY KENNETH B.

For lots of years I have made a good living without knowing how to read and write, but there was something missing in my life.

About ten years ago my grandaughter asked me to read her a story out of a kid's book. I told her I didn't have my glasses with me. Each time she would ask me I would tell her the same thing. That was ten years ago. Seven years later I knew I had to do something about it. About three years ago I helped her read a book.

Today I can hold my head up. Now reading is just like day and night to me. When I go to buy something, I read and understand it before signing my name. Before I would just have to take their word for it. Knowing how to read and write is one of the happiest days of my life.

There are days that I don't want to go to class and don't want to do my homework because it is getting harder. But I know I have to do it if I want to make something of myself.

I would like to thank all of the tutors that helped me and all of the other students. I don't know how I got along before I knew how to read. So before any student drops out of class, think before you do.

Kenneth is an Oklahoma adult literacy student.

LEARNING TO READ
BY ROY

My family moved around a lot during the first fourteen years of my life so I was not able to go to school like I should have. I left home when I was fifteen and have been on my own ever since. I managed pretty well, but after a few years I knew I needed an education. I always had to work too hard to make ends meet and to support a family. I never had the time or help I needed to learn to read and write. I have always tried to do things as good as anyone else, but I was always on the defensive because I was so ashamed of not being able to read and write. I always had to hang back to see how people did things instead of being able to read a book or instructions.

I have been able to earn a living by working hard, but always had to fake everything because I didn't want anyone to know I couldn't read or write. I feel good about having a chance to learn. I have a good family that is behind me, and I have a great tutor who is really enthused about teaching me. All teachers should be as good as her. She tells me that this will change my whole life.

I'll be a different person if I learn 25% of what she says I'll learn. My tutor and my wife both say they can see how much I've learned already. I feel good about this. Better than I've felt about anything in a long time.

Roy is learning to read through an Oklahoma literacy program

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OKLAHOMA TUTOR STORY

The following story was written by Denise Steig, a tutor from Project READ in Edmond, Oklahoma.

6:30 p.m. Monday...Wednesday at 7:00 p.m...Do we meet twice or three times this week? Tutoring can be demanding but it is a challenge with the end result being a warm fuzzy feeling inside. Statistics show that one in five people are illiterate and this became more apparent when I met my first student. How could a person with a High School Diploma not be able to read? How did our system let them fall through the crack? But they do, and as a tutor it is my job to help re-educate those special individuals.

Being a tutor has opened up my eyes as well as my awareness of people in our world. When you begin tutoring with a new student it is like the very first day of school...For Both of You! You are shy, slow and feel uncertain even with all the workshops and training you have completed. As a tutor, you are the support and encouragement for each individual you work with. As time passes you grow and mature as your student learns and achieves each goal...some may be as small as just finishing that assignment you've reviewed for the third time.

The greatest feeling and one you need to experience, yourself is to have your student complete their ultimate goal...a workbook, a book, or even pass that GED test you've both been working on for so long. That one huge warm fuzzy feeling makes you forget all past frustrations and all those times when you gave up your spare time and went out of your way to meet with that student. As for broadening my world, knowing that I have helped another individual meet a goal of literacy and better themselves makes tutoring well worth the while.

RADIO MEDIA KIT

LEARN TO READ AND THE WORLD OPENS WIDE
RADIO MEDIA KIT

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WHY RADIO STATIONS SHOULD BE INVOLVED

Because radio stations reach such a wide audience, they are an excellent format to recruit adult literacy students. This is especially true because the information is heard rather than read. A literate community benefits everyone.

10 WAYS RADIO STATIONS CAN HELP

1. Play *Read*, the new Oklahoma literacy song.

2. Run the literacy awareness spots or create original pieces geared toward your broadcast area.

3. Interview a local literacy student, volunteer tutor, or literacy leader

4. Sponsor contests where call-in contestants are asked education and literacy related questions. (See samples on page 3)

5. Regularly run spots promoting the local literacy effort and include the local, state or national literacy hot-line numbers.

6. Donate $100 each year to cover the cost of materials for students who can not afford the expense. While tutoring is free, and materials are available for loan from the local literacy council, student receive more benefit when they have their own copies of the workbooks.

7. Work with the literacy council and newspaper to sponsor a "Recycle the Books" project. Members of the community can donate their used books by bringing them to the radio station. The books collected can be donated to a homeless or crisis shelter, used in family literacy sites, or sold as a literacy fund raiser. Besides collecting books, the project will create awareness and involve the whole community.

8. Sponsor a "Mile of Pennies" promotion. Get the community to lay pennies side by side for one mile. Each mile of pennies raises $844.80. Of course you could also do a mile of nickels, dimes, or quarters.

9. Have staff from the station visit a school class and read a literacy related children's book to promote literacy. "My Mom Can't Read" by Muriel Stanek, or "The Wednesday Surprise" by Eve Bunting, are good literacy related stories.

10. Be a point of referral for interested literacy students. Be able to provide information on local literacy, GED, and adult basic education programs. Call the literacy office at 1-800-522-8116 for a list of GED and adult basic education sites.

POSSIBLE QUESTIONS FOR RADIO CALL-IN CONTEST

Q: When he was 12 years old, he could not read and remained deficient in reading all his life. However, he could memorize entire lectures, which was how he made it through school. He became a famous general during World War II. Who was he?
A: General George Patton

Q: This is an inborn problem that involves difficulty in learning, reading and writing. About 12 million Americans have this disorder. What is it?
A: Dyslexia

Q: What two countries are the only nations in the world that provide the opportunity to obtain a high school equivalency certificate?
A: United States and Canada

Q: GED diplomas have been awarded to nearly 9.5 million people since 1971. What does GED stand for?
A: General Educational Development

Q: Which president signed the National Literacy Act which called for the creation of a National Institute for Literacy?
A: George Bush

Q: How many hours of television has an average kindergarten student viewed?
A: More than 5,000 hours - more time than it takes to earn a bachelor's degree.

Q: What do Dave Thomas (founder of Wendy's Hamburgers), Waylon Jennings, Walter Anderson (editor of Parade Magazine), and Story Musgrave (Payload Commander for the Space Shuttle Endeavor), have in common?
A: They all were high school drop outs who later received their GED diplomas.

Q: A new baby has a 1 chance in 432 of becoming a doctor, 1 chance in 350 of becoming a lawyer, and a 1 chance in 107 of becoming a teacher. What are the chances of the child becoming a functionally illiterate adult?
A: 1 in 5

Q: What % of American adults do not even read one book during the course of a year?
A: According to the U.S. Department of Education, the number is 44%.

Q: How many Oklahomans are estimated to be functionally illiterate?
A: The U.S. Department of Education estimates that 20% of adults are functionlly illiterate. In Oklahoma that number comes to about 399,000. Also, the 1990 census shows that 25.41% of Oklahomans over the age of 25 do not have a high school diploma.

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PRE-RECORDED PUBLIC SERVICE ANNOUNCMENTS

Radio Spots are Available

The Department of Libraries is making public service announcements available to radio stations throughout Oklahoma. There are four :60 spots, two :30 spots, and two :10 spots. These PSAs tie in to the rest of this statewide initiative, containing the same music and similar script used in the posters, newspaper pieces, and televison spots. Stations may customize the spots with local information, or use them as is. You may dub them from a reel to reel master or dub copy cassette. Call the Literacy Office at 1-800-522-8116 (toll-free in Oklahoma) or 405/521-2502 to request a tape.

learn to read and the world opens **WIDE**

SCRIPT FOR PRE-RECORDED RADIO SPOTS

Literacy Spot 1
Length :60

Audio: Man speaking with music under:

According to the latest census, more than 25% of Oklahomans age 25 or older don't have a high school diploma. In some counties, more than 43% of the adults have limited reading skills. That's almost half! These people often have very low incomes. This makes the living conditions in these counties about as bad as anywhere in the country. It's a tragedy too, because these folks, a lot of them, have lost hope for any kind of a good future--even for their kids. I know about this problem. I was one of those people I've been describing. And, you may be one, too. I can tell you, it takes time to learn to read. It takes patience. But it's worth it. It's free and it's private. Now that I can read the newspaper, and anything else I want, I'm in a bigger world somehow. Call your local library or literacy council for information or 1-800-228-8813. That's 1-800-228-8813. Learn to read and the world opens wide.

learn to read and the world opens **WIDE**

Literacy Spot #2

Length: 60 Sec.

Audio: Girl with music under

Too bad I had to go to prison before I learned to read. I'm here, a ward of the State. When I got here, and part of why I got here, is because I couldn't read. At least not much. I had no diploma, no job. Maybe like you? I've been here four years, and learning to read is the best thing that has happened to me. I have my diploma, but I know now, I didn't have to come to prison to get it. Keep your doors open. Call the literacy council or the public library in your town, or 1-800-228-8813. That's 1-800-228-8813.

Singer: When you learn to read the world opens wide. Don't stand still, there's no need to hide. Learn to read and the world opens wide.

learn to read and the world opens **WIDE**

Literacy Spot #3

Length: 60 Sec.

Man with music under

I got tired of everybody else's word for everything. I wanted to know myself about things, find out on my own. But, I didn't know how to read. At least not well enough to matter much. So I decided to learn. Now, I don't have too much trouble with the newspaper, reading it, anyway. Now my trouble with the paper is philosophical. When I do need a little help, I ask. People are good about it.

(Sound Effects: High heel shoes clicking down the hallway)

Man: Hey! What's this word right here?

Woman: "Hmmm....SKEPTICAL."

Man: What does it mean? Exactly.

Woman: Well, I think you know exactly what it means. (Fades)

Announcer: Call your library or 1-800-228-8813. That's 1-800-228-8813.

Singer: When you learn to read the world opens wide. Don't stand still, there's no need to hide. Learn to read and the world opens wide.

learn to read and the world opens **WIDE**

Literacy Spot #4

Length 60 Sec.

Man with music under

For years, I didn't want to learn to read. Thought it would be too much trouble, too expensive, and too humiliating. I wasn't missing that much, anyway, I thought. But I was wrong. And being illiterate may be humiliating, but learning to read is not. Since I changed my mind, I found out that learning to read takes time, but not money. It's not hard. Tutors work one-to-one, day or night. You can meet once or twice a week, it's private and free. So, call your local literacy council, public library, or 1-800-228-8813. That's 1-800-228-8813.

Singer: When you learn to read the world opens wide. Don't stand still, there's no need to hide. Learn to read and the world opens wide.

Literacy Spot #5

Length: 30 Sec.

Audio: Woman talking, with music under.

When my kids asked me to read to them, for awhile it was okay. But when they started to school, one of the first thing they learned was that I couldn't read...Not even recipes on cereal boxes. Then I got free, private help, and you can too. Call your library or 1-800-228-8813. That's 1-800-228-8813.

Singer: Learn to read and the world opens wide.

Literacy Spot #6

Length 30 Sec.

Man with music under

When I finally decided to learn to read, I found out that it takes time, but not money. It's not hard, but it takes patience. And it pays off in a lot of ways. Tutors work one-to-one, once or twice a week, it's private and free. So call your local library, or 1-800-228-8813. That's 1-800-228-8813.

Singer: Learn to read and the world opens wide.

learn to read and the world opens **WIDE**

Literacy Spot #7

Length 10 Sec.

Announcer w/music under

Learning to read is free and private. If you're an adult who wants help with reading, call your local library, or 1-800-228-8813. That's 1-800-228-8813.

Literacy Spot #8

Length 10 Sec.

Announcer

Adults who want to improve their reading may call their local library or 1-800-228-8813. That's 1-800-228-8813. Learning to read is free.

PSAs Aimed at Adult New Readers

10 Second Spots

If you're one of the thousands of adults in Oklahoma who have a reading problem, make yourself a promise to learn to read this year. Call (local literacy council) at (local literacy number).

Have you always wanted to be able to read a bedtime story to your child? The (local literacy council) can help. Call (local number). That's (local number). Learn to read and the world opens wide.

20 Second Spots

Do you have to count on someone else to fill out your job application? The (local literacy program) can help adults with reading problems. Call (local phone number) today. That's the (local literacy program) at (phone number). Learn to read and the world opens wide.

Do you have trouble reading the menu when you go out to eat? If so, the (local literacy program) can help. Adults can get free reading assistance. Call (local number). That's the Local literacy program) at (phone number). Learn to read and the world opens wide.

30 Second Spots

Do you have trouble filling out job applications, taking advantage of sales, reading instructions, or getting ahead on the job because you can't read? You are not alone. One out of five Oklahomans has difficulty reading. In (city or county), there is help for you. Call the (local literacy program) at (phone number). That's phone number. Learn to read and the world opens wide.

If you are one of the thousands of adults in Oklahoma who have trouble reading or can't read at all, make 1995 your year to learn. (local literacy program) provides free instruction to adults who want to improve their reading skills. A tutor will meet with you each week to help you achieve your goal. Call the (local literacy program) at (phone number) for more information. This can be your year to experience the freedom that reading on your own can bring. Call (phone number). Learn to read and the world opens wide.

PSAs Targeting Potential Literacy Volunteers

10 Second Spot

Volunteers are needed to help adults learn to read. For more information call the (local literacy program) at (phone number). That's (phone number).

30 Second Spot

If you're searching for a way to contribute your time and talent to a worthwhile community program, consider becoming a volunteer tutor for the (local literacy program). Tutors participate in a training which prepares them to tutor an adult in basic reading. Tutors meet one-on-one with their students on a weekly basis. Make 1995 your year to get involved. Join the (local literacy program) and teach someone to read. For information call (phone number). Your help can make a difference. Call (phone number) and help open somebody's world.

General Literacy PSAs

30 Second Spots

Thousands of Oklahomans cannot read. Approximately (percent) in our county never went beyond the ninth grade. (local literacy program) offers free private reading instruction to adults who have trouble reading or cannot read at all. If you need to learn to read, or want to volunteer to teach an adult to read, call (phone number) for information. If you know someone who needs reading help, tell them about the (local literacy program). Call (phone number). Learn to read and the world opens wide.

The (local literacy program) offers free reading instruction to adults in our community who need to learn to read and write better. If you need reading assistance, or are interested in volunteering your time as a tutor, call the (local literacy program) at (phone number). Volunteer tutors receive special training and meet with a student on a weekly basis. Tutoring is free and confidential. Don't miss the opportunity to learn to read or to help someone gain this invaluable skill. Call (phone number) today. Learn to read and the world opens wide.

TELEVISION MEDIA KIT

LEARN TO READ AND WORLD OPENS WIDE
TELEVISION MEDIA KIT

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learn to read and the world opens **WIDE**

WHY SHOULD TELEVISION STATIONS BE INVOLVED?

Since adults with low reading levels have difficulty with written words, visual messages are often the most effective means of communicating information. For this reason, the power of television is vital - since it is the most logical way to reach adults with low level literacy skills. Being able to see and hear others who are learning to read is often the most effective means of recruiting those who are in need of help themselves.

Your partnership is a critical factor toward the success of this initiative.

An estimated 399,000 Oklahoma adults need to know about literacy programs available throughout the state. These programs, which are often offered at no charge, provide one-on-one and small-group tutoring. GED and adult basic education programs are also widely available throughout Oklahoma.

A literate citizenship benefits the entire community. When individuals improve their own reading skills, they are more able to participate in civic responsibilities. They become better consumers because they are able to read ads, instructions and safety manuals. Children raised by parents who read are half as likely to grow up with reading problems. Tax dollars being spent on problems associated with illiteracy, such as unemployment, poverty and incarceration can be used elsewhere.

10 WAYS TELEVISION STATIONS CAN HELP

1. Play the literacy PSAs as often as possible in highly visible time slots.

2. Interview local literacy leaders, volunteer tutors, and if possible, adult literacy students as part of public service programming. Often, members of the community cannot believe there is really a literacy problem. Additionally, adults with low level reading abilities think they are the only ones with literacy problems. Being able to see and hear others who are learning to read is often the most effective means of recruiting those in need of help.

3. Provide television personalities to act as hosts or serve as keynote speakers for the local literacy program's annual meeting or special event. Many literacy programs have fund raising and awareness events such as corporate spelling bees, walk-a-thons, etc.

4. Provide television personalities to read books for a family literacy project or grade school class. This will promote the importance and joy of reading.

5. Sponsor a tutor training workshop by offering a site for the seminar and/or by covering the minimal expense of the workshop materials.

6. Be an access site for literacy and education related teleconferences, making the information available to volunteer tutors, educators and interested citizens.

7. Sponsor an annual award/recognition banquet for outstanding literacy volunteers, adult new readers, GED students, teachers, etc.

8. Donate unwanted office equipment, computers, answering machines, chairs, desks, etc. to the local literacy program.

9. Broadcast a literacy related feature film, and provide information on accessing services in Oklahoma. Suggested movies are: ***Bluffing It*** - starring Dennis Weaver; ***The Pride of Jesse Hallam*** - starring Johnny Cash; ***Stanley and Iris*** - starring Jane Fonda and Robert DeNiro; ***Daddy Can't Read*** - starring Edward Albert and Cathy Rigby McCoy; or ***The Secret*** - starring Kirk Douglas.

10. Produce a story hour for local broadcast where different members of the community read aloud and talk about the importance of reading. Air the program during family viewing time.

SCRIPT FOR PRE-RECORDED TELEVISION SPOTS

Script Number: 1 Length: :30

Script Name: New Shoes

Time	Video	Audio
:00:00 to :05:00	B/W photo of family's old shoes on run-down porch	MUSIC: Fade in with video, under MAN: More than 25% of Oklahomans age 25 or older do not have a high school diploma.
:05:00 to :12:00	Close up of MAN with old boots on	Nearly 400,000 Oklahoma adults don't have the reading skills they need to get good jobs or help their kids in school.
:12:00 to :15:00	Close up of MAN, holding boot	I was one of them. And you may be, too.
:15:00 .19:00	MAN shining boots	It takes time to learn to read, and patience.
:19:00 to :22:00	B/W shot of newly shined boots	And it is worth it. Call your library or 1-800-228-8813, that's 1-800-228-8813.
:22:00 to :30:00	Art lower half: Call your local literacy council, public library, or 1-800-228-8813. Art upper half: Slogan/logo art	SINGER: Learn to read and the world opens wide.

Literacy Script

Script Number: 2 Length: :30

Script Name: Time on my Hands

Time	Video	Audio
:00:00 to :03:00	B/W photos: girl's hands in handcuffs	MUSIC: Fade in with video, under GIRL: When I got to prison I couldn't read. At least not much.
:03:00 to :08:00	Dissolve to shot of bars, with girl's hands clasping them	
:08:00 to :11:00	Sillhouette of girl and bars	I had no diploma, no job. Maybe like you?
:11:00 .18:00	Girl's hands on workbooks, with pencil and paper Girl's hands on computer keyboard	I've been here four years, and learning to read is the best thing that has happened to me.
:18:00 to :22:00	Shot of girl's hand opening door	Keep your doors open. Call your library or 1-800-228-8813. That's 1-800-228-8813.
:22:00 to :30:00	Art lower half: Call your local literacy council, public library, or 1-800-228-8813. Art upper half: Slogan/logo art	SINGER: Learn to read and the world opens wide.

Literacy Script

Script Number: 3 Length: :30

Script Name: Humiliating

Time	Video	Audio
:00:00 to :05:00	Man's hands, holding instruction sheet, then a crumbled instruction sheet Opening a letter, then handing it to someone else	MUSIC under MAN: I always told myself that learning to read would be too much trouble ... too expensive. And too humiliating.
:05:00 to :08:00	Shot of crumpled letter, with family photo	I knew I was missing alot.
:08:00 to :15:00	Man's hands on workbook	I found out that learning to read takes time, but not money. And being illiterate may be humiliating, but learning to read is not.
:15:00 to :22:00	Man's hands showing crudely hand-written sign, which says: One-to-One Private Free	Tutors work one-to-one, day or night, once or twice a week. It's private and free. Call your library or 1-800-228-8813, that's 1-800-228-8813.
:22:00 to 30:00	Art lower half: Call your local literacy council, public library, or 1-800-228-8813 Art upper half: Slogan/logo art	SINGER: Learn to read and the world opens wide.

Literacy Script

Script Number: 4 Length: :30

Script Name: I did it for the kids

Time	Video	Audio
:00:00 to :04:00	Little girl with book, we see her back as she holds it up Shot of mother and daughter, their backs, with book	MUSIC under WOMAN: When my kids would ask me to read to them, for a while I could fake it.
:04:00 to :09:00	Little girl pointing to picture in book, then to words	But when they started to school, one of the first things they learned was that I couldn't read.
:09:00 to :13:00	Mother's hands with mixing bowl and measuring cup Recipe in hands	I couldn't even read recipes.
:13:00 to :17:00	Children's hands cooking, measuring, eventually breaking an egg	So I got some help. It's free and private, and now, Mother Goose and pineapple upside down cake are our favorites.
:17:00 to :22:00	Shot of Mother Goose book with a recipe for "Pineapple Upside Down Cake" sticking out	Call your library or 1-800-228-8813. That's 1-800-228-8813.
:22:00 to :30:00	Art lower half: Call your local literacy council, public library, or 1-800-228-8813. Art upper half: Slogan/logo art	SINGER: Learn to read and the world opens wide.

Literacy Script

Script Number: 5 Length: :10

Script Name: _____

Time	Video	Audio
00:00	B/W photos from :30s.	MUSIC under ANNOUNCER: Learning to read is free and private. If you're an adult who wants help with your reading, call your local public library, or 1-800-228-8813. That's 1-800-228-8813.
:10:00		(No time for singer)

Literacy Script

Script Number: 6 Length: :10

Script Name: _____

Time	Video	Audio
00:00	B/W photos from :30s, ending with the hand-made sign shot.	MUSIC under ANNOUNCER: Adults who want to improve their reading, may call their local library or 1-800-228-8813. That's 1-800-228-8113. Learning to read is free.
:10:00		(No time for singer)

Sign Me Up

- ☐ I would like to register for the next tutor training workshop.
- ☐ I would like more information about local literacy programs.
- ☐ I am interested in volunteering in the local literacy office.
- ☐ I would like to display or distribute literacy promotional materials.
- ☐ I am unable to tutor, but I am interested in providing in-kind or monetary assistance.
- ☐ Other: _____

My name:

_____

Address: _____

_____

Phone: _____

Best time to call: _____

Return this card to your local literacy council or to the Oklahoma Department of Libraries' Literacy Office. (Addresses on back of brochure)

ODL

The Oklahoma Department of Libraries
200 NE 18th Street
Oklahoma City, OK 73105

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learn to read and the world opens WIDE

Join the Oklahoma Literacy Campaign... YOU Can Make a Difference!

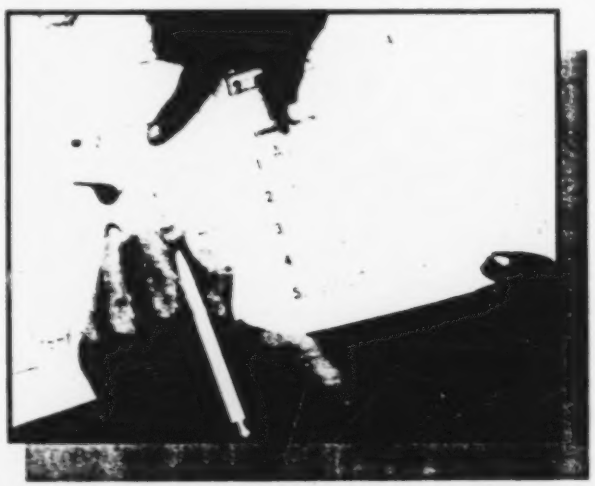
THE NEED

- ✔ More than 399,000 Oklahoma adults are thought to be functionally illiterate.
- ✔ Youngsters whose parents can't read are twice as likely as their peers to grow up functionally illiterate.
- ✔ On the average, an illterate adult earns 42% less than a high school graduate.

Imagine what life must be like for those who can't read. Non-readers face daily challenges because they can't fill out job applications or read employee training manuals. Promotions pass them by. Taking care of daily business -- such as reading letters, directions, recipes and prescription labels -- is an exercise in frustration. Even reading a book to a child is a pleasure non-readers don't experience.

THE SOLUTION

Your local literacy council, along with more than 90 library and community-based programs, provides free, one-to-one tutoring to adults in need of basic reading instruction. This year, an additional 1,995 new readers and volunteers will be actively recruited throughout Oklahoma.



YOU CAN HELP

- ✔ Become a volunteer tutor
- ✔ Provide financial assistance
- ✔ Assist your local literacy council

If you are concerned about your family, your business, and your community, you should join the Oklahoma literacy effort.

Volunteers may become certified tutors by attending tutor training workshops sponsored locally.

Financial assistance and other donations will help literacy councils provide supplies to students who are unable to afford materials on their own. Money is also needed for the day-to-day operation of local volunteer literacy programs.

Volunteers need to be recruited to help with referrals, general office duties, and publicity.

Together, we can make a difference.

learn to read and the world opens WIDE

For more information, call your local literacy program or the Oklahoma Department of Libraries: 1-800-522-8116, or (405) 521-2502.

Certificate of Appreciation

Presented to

For understanding the importance of adult literacy programs,
and for providing support and encouragement
to volunteers and new readers in our community.

learn to read and
the world opens **WIDE.**

Date _____